

Message Text

UNCLASSIFIED

PAGE 01 BERLIN 05853 162047Z

67

ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 PRS-01 /035 W

----- 060125

P 161706Z JUN 75

FM AMEMBASSY BERLIN

TO SECSTATE WASHDC PRIORITY 938

INFO USDOC WAHSDC PRIORITY

USIA WASHDC PRIORITY

AMEMBASSY VIENNA PRIORITY

UNCLAS SECTION ONE OF TWO BERLIN 5853

COMMERCE FOR BEWT, DEPUTY ASSISTANT SECRETARY DOWNEY
VIENNA FOR EWTC AND REX

E.O. 11652: N/A

TAGS: AFSP, BEXP, GE

SUBJECT: TRADE FROMOTION PROGRAM FOR THE GDR IN FY '76

REF: (A) STATE 132655; (B) STATE 114480; (C) STATE 130213;
(D) STATE 122013; (E) STATE 124024; (F) STATE 135186;
(G) BERLIN 5699; (H) STATE 121135

SUMMARY

THE BUSINESS DEVELOPMENT OFFICE PRESENTLY COMTEMPLATED FOR
THE LEIPZIG 1975 FALL FAIR WOULD, IF MOUNTED,PROBABLY
EXPOSE US TO CRITICISM AND CAUSE THE EAST GERMANS TO
QUESTION THE SERIOUSNESS OF THE OFT-EXPRESSED USG INTEREST
IN THE GDR MARKET. THIS POLICY CONSIDERATION, IN ADDITON
TO ADMINISTRATIVE PROBLEMS HER, LEADS ME TO CONCLUDE THAT
PRESENT PLANS FOR USG PARTICIPATION IN THE UPCOMING
FAIR SHOULD BE CANCELLED, AND THAT THE US SHOULD
INSTEAD BE REPRESENTED BY THE VISIT OF A SENIOR
DEPARTMENT OF COMMERCE OFFICIAL, THE ADMINISTRATIVE
FACTORS SUGGEST, MOREOVER, THAT ADEQUATE AND TIMELY
SUPPORT IS A SINE QUA NON IF PLANS FOR THE LEIPZIG 1976
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BERLIN 05853 162047Z

SPRING AND FALL FAIRS ARE TO BE REALIZED. END SUMMARY

1. BACKGROUND

A CONFLUENCE OF LARGELY NON-RECURRING FACTORS WAS RESPONSIBLE FOR SUCCESSFUL USG PARTICIPATION IN THE LEIPZIG 1975 SPRING FAIR. THE GENERALLY FAVORABLE RECEPTION ACCORDED THE BUSINESS DEVELOPMENT OFFICE (BDO) BY THE GDR IS EXPLAINED BY THE FACT THAT THIS EFFORT REPRESENTED OUT DEBUT IN LEIPZIG. THE EAST GERMANS RECOGNIZED AND ACCEPTED THE BDO FOR WHAT IT WAS: A HASTILY CONCEIVED AND INECPENSIVELY EXECUTED ENDEAVOR INTENDED TO PROVIDE USG PRESENCE AT THE FAIR ONLY A SHORT TIME AFTER THE ESTABLISHMENT OF RELATIONS AND THE OPENING OF THE EMBASSY. OUR ABILITY TO MOUNT SUCH A VENTURE WAS DUE PRIMARILY TO THE PRESENCE AT EMBASSY BERLIN OF AN ECONOMIC/COMMERCIAL OFFICER EXPERIENCED IN THE GDR AND THE ABLE ASSISTANCE OF THE VIENNA EAST-WEST TRADE CENTER.

2. LEIPZIG 1975 FALL FAIR

OUR ASSESSMENT OF THE LOCAL SITUATION, BASED IN PART ON RECENT CONVERSATIONS WITH GDR OFFICIALS, LEADS US TO CONCLUDE THAT AN IMMEDIATE REPETITION OF THE BDO FORMAT AT THE UPCOMING FALL FAIR WOULD NOT BE WELL-RECEIVED. EVEN WERE WE ABLE TO CONTEMPLATE ERECTING A RESPECTABLE-LOOKING BDO, THE MODEST NATURE OF THE BOOTH (REDUCED TO ONE EXPECT AND ONE INDUSTRIAL SECTOR FROM THE TWO EXPERTS AND TWO INDUSTRIAL SECTORS FEATURED AT THE SPRING FAIR BDO) IS LIKELY TO ELICIT FROM THE EAST GERMANS COMPARISONS INVIDIOUS TO OUR PREVIOUS EFFORT, NOT TO MENTION TO THE EXHIBITS OF OTHER WESTERN COUNTRIES.

3. WITH ONLY TOW AND ONE-HALF MONTHS BEFORE THE OPENING OF THE FALL FAIR (AUGUST 31) OUR ADMINISTRATIVE ABILITY TO SUPPORT THE BDO IS SERIOUSLY IMPAIRED. THE EMBASSY'S SOLE ECONOMIC/COMMERCIAL OFFICER IS DEPARTING POST IN EARLY JULY, AND THE ARRIVAL OF HIS SUCCESSOR IS NOT YET IN SIGHT. ALTHOUGH THE PROVISION OF OUTSIDE SUPPORT "IF UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BERLIN 05853 162047Z

AT ALL POSSIBLE" HAS BEEN HELD OUT (REF B), WE HAVE RECEIVED NO CONFIRMATION THAT SUCH SUPPORT COULD, IN FACT, BE FORTHCOMING ON A TIMELY BASIS.

4. FOR THESE REASONS I HAVE CONCLUDED THAT IT WOULD BE BEST NOT TO BE REPRESENTED BY AN EXHIBIT AT THE LEIPZIG FALL FAIR. THE EMBASSY HAS INFORMED THE LEIPZIG FAIR AUTHORITY ACCORDINGLY.

5. TO PROVIDE A US PRESENCE AS WELL AS TO COMPENSATE FOR THE CANCELLATION OF THE BDO AND THE PREVIOUSLY SCHEDULED TECHNICAL SALES SEMINAR (TSS) FOR CHEMICAL/PETROCHEMICAL PROCESSING TECHNOLOGY (REF C), I URGE THAT A SENIOR COMMERCE OFFICIAL VISIT LEIPZIG THIS FALL, PREFERABLY DURING THE FIRST FEW DAYS OF THE FAIR. THE PROSPECT OF SUCH A VISIT IS CERTAIN TO PLEASE THE EAST GERMANS, AND A SUITABLE SCHEDULE OF APPOINTMENTS WITH GDR OFFICIALS AND VISITS TO AMERICAN EXHIBITORS WOULD ENSURE THE USG SATISFACTORY VISIBILITY. SUCH A VISIT COULD ALSO SERVE OTHER PURPOSES (SEPTEL).

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 16 JUN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975BERLIN05853
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: BERLIN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750644/aaaabnmr.tel
Line Count: 127
Locator: TEXT ON-LINE
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 132655, 75 STATE 114480, 75 STATE 130213, 75 STATE 122013, 75 STATE 124024, 75 STATE 135186
Review Action: RELEASED, APPROVED
Review Authority: greeneet
Review Comment: n/a
Review Content Flags:
Review Date: 22 JAN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 JAN 2003 by PhilliR0>; APPROVED <13 FEB 2004 by greeneet>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: TRADE FROMOTION PROGRAM FOR THE GDR IN FY '76
TAGS: AFSP, BEXP, GE
To: SECSTATE WASHDC WAHSDC USIA VIENNA
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006